GLOBAL STRATEGY TO ACCELERATE TOBACCO CONTROL

Advancing sustainable development through the implementation of the WHO FCTC 2019 - 2025

VISION
A healthy and sustainable world for all, free of the tobacco epidemic.

MISSION
To protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption, and exposure to tobacco smoke, through the full and timely implementation of the WHO FCTC.

TARGET
To measure success of this Strategy, we will use the agreed voluntary global target of "a 30% relative reduction in the age-standardized prevalence of current tobacco use in persons aged 15 years and over by 2025.”

STRATEGIC GOALS

ACCELERATING ACTION

STRATEGIC OBJECTIVE 1.1
Give priority to enabling action to accelerate WHO FCTC implementation, including effective forms of technical and financial assistance to support Parties in the identified priority action areas.

STRATEGIC OBJECTIVE 1.2
Strengthen systems for regularly capturing and sharing lessons and evidence on new, innovative and successful means of implementing tobacco control measures.

BUILDING PARTNERSHIPS

STRATEGIC OBJECTIVE 2.1
Mobilize international, intergovernmental and developmental partners to integrate the WHO FCTC into their work, and/or their IDG responses, by raising the profile and visibility of the WHO FCTC, and to influence and stimulate tobacco control action at the regional and national levels.

STRATEGIC OBJECTIVE 2.2
Catalyze and leverage the contributions of external stakeholders, particularly civil society, to achieve the aims of the Convention.

PROTECTING INTEGRITY & BUILDING ON THE ACHIEVEMENTS UNDER THE WHO FCTC

STRATEGIC OBJECTIVE 3.1
Improve the governance and administrative mechanisms of the WHO FCTC to ensure that all WHO FCTC-related activities are prioritized, effective and sustainable, and insulated from any influence by the tobacco industry.

STRATEGIC OBJECTIVE 3.2
Support and encourage Parties in their efforts to remove barriers to country-level tobacco control efforts.

OPERATIONAL OBJECTIVES

OPERATIONAL OBJECTIVE 1
SUSTAINABLE FUNDING
Manage the finances of the Convention and find new revenue streams to support WHO FCTC implementation activities.

OPERATIONAL OBJECTIVE 2
OPERATIONAL EFFECTIVENESS
Promote optimal operation of the COP and the capacity of the Convention Secretariat to provide support to the Parties in their implementation, monitoring and reporting work.